



Tingles, Triggers and Therapeutic Sensations: Autonomous Sensory Meridian Response (ASMR) among Young Adults

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ABSTRACT

This qualitative study explored the experiences of university students watching Autonomous Sensory Meridian Response (ASMR) videos towards psychological effects and mindfulness. ASMR experiences were shown to phenomenologically overlapped with mindfulness and well-being. This study entailed a phenomenological research method used in determining the nature of human experiences regarding a phenomenon through the descriptions of participants in the study. Snowball sampling method was used whereby locating the additional informants was expanded through the recommendation of others for interview. The Interpretative Phenomenological Analysis (IPA) and Positive Emotion, Engagement, Relationship, Meaning, Accomplishment (PERMA) Model were employed to analyse written interview transcripts. Findings revealed how participants viewed ASMR as applicable to enhance their well-being. ASMR is also seen as a potential benefit for participants to improve mindfulness; Participants also reported a better ability to cope with stress and a notable reduction in perception of cognitive workload. A future inquiry could investigate the effects of ASMR on specific cognitive activities.

Keywords: Autonomous Sensory Meridian Response, ASMR, psychological effects, mindfulness, Interpretative Phenomenological Analysis, IPA, PERMA Model

ARTICLE INFO

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<https://doi.org/10.33736/jcshd.3813.2021>

e-ISSN: 2550-1623

Manuscript received: 16 August 2021; Accepted: 14 September 2021; Date of publication: 25 September 2021

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